

Newsletter Name	Cost of Ad	Selected Price	AMZN Earning Rate	Break Even Number	Sold 20	Sold 40	Sold 60	Sold 80	Sold 100	Sold 120	Sold 140	Sold 160	Sold 180	Sold 200
Book Gorilla Group A Fiction	\$50.00	\$0.99	0.35	144.3	-\$43.07	-\$36.14	-\$29.21	-\$22.28	-\$15.35	-\$8.42	-\$1.49	\$5.44	\$12.37	\$19.30
BookGorilla B NonFiction	\$40.00	\$0.99	0.35	115.4	-\$33.07	-\$26.14	-\$19.21	-\$12.28	-\$5.35	\$1.58	-\$8.51	\$15.44	\$22.37	\$29.30
Book Gorilla Group A Fiction	\$100.00	\$1.25	0.35	228.6	-\$91.25	-\$82.50	-\$73.75	-\$65.00	-\$56.25	-\$47.50	-\$38.75	-\$30.00	-\$21.25	-\$12.50
Book Gorilla Group A Fiction	\$100.00	\$1.50	0.35	190.5	-\$89.50	-\$79.00	-\$68.50	-\$58.00	-\$47.50	-\$37.00	-\$26.50	-\$16.00	-\$5.50	\$5.00
Book Gorilla Group A Fiction	\$100.00	\$1.75	0.35	163.3	-\$87.75	-\$75.50	-\$63.25	-\$51.00	-\$38.75	-\$26.50	-\$14.25	-\$2.00	\$10.25	\$22.50
Book Gorilla Group A Fiction	\$100.00	\$2.00	0.35	142.9	-\$86.00	-\$72.00	-\$58.00	-\$44.00	-\$30.00	-\$16.00	-\$2.00	\$12.00	\$26.00	\$40.00
Book Gorilla Group A Fiction	\$100.00	\$2.25	0.35	127.0	-\$84.25	-\$68.50	-\$52.75	-\$37.00	-\$21.25	-\$5.50	\$10.25	\$26.00	\$41.75	\$57.50
Book Gorilla Group A Fiction	\$100.00	\$2.50	0.35	114.3	-\$82.50	-\$65.00	-\$47.50	-\$30.00	-\$12.50	\$5.00	\$22.50	\$40.00	\$57.50	\$75.00
Book Gorilla Group A Fiction	\$100.00	\$2.75	0.35	103.9	-\$80.75	-\$61.50	-\$42.25	-\$23.00	-\$3.75	\$15.50	\$34.75	\$54.00	\$73.25	\$92.50
Book Gorilla Group A Fiction	\$100.00	\$2.99	0.70	47.8	-\$58.14	-\$16.28	\$25.58	\$67.44	\$109.30	\$151.16	\$193.02	\$234.88	\$276.74	\$318.60
Book Gorilla Group A Fiction	\$200.00	\$3.00	0.70	95.2	-\$158.00	-\$116.00	-\$74.00	-\$32.00	\$10.00	\$52.00	\$94.00	\$136.00	\$178.00	\$220.00
Book Gorilla Group A Fiction	\$200.00	\$3.25	0.70	87.9	-\$154.50	-\$109.00	-\$63.50	-\$18.00	\$27.50	\$73.00	\$118.50	\$164.00	\$209.50	\$255.00
Book Gorilla Group A Fiction	\$200.00	\$3.50	0.70	81.6	-\$151.00	-\$102.00	-\$53.00	-\$4.00	\$45.00	\$94.00	\$143.00	\$192.00	\$241.00	\$290.00
BookGorilla B NonFiction	\$75.00	\$1.25	0.35	171.4	-\$66.25	-\$57.50	-\$48.75	-\$40.00	-\$31.25	-\$22.50	-\$13.75	-\$5.00	\$3.75	\$12.50
BookGorilla B NonFiction	\$75.00	\$1.50	0.35	142.9	-\$64.50	-\$54.00	-\$43.50	-\$33.00	-\$22.50	-\$12.00	-\$1.50	\$9.00	\$19.50	\$30.00
BookGorilla B NonFiction	\$75.00	\$1.75	0.35	122.4	-\$62.75	-\$50.50	-\$38.25	-\$26.00	-\$13.75	-\$1.50	\$10.75	\$23.00	\$35.25	\$47.50
BookGorilla B NonFiction	\$75.00	\$2.00	0.35	107.1	-\$61.00	-\$47.00	-\$33.00	-\$19.00	-\$5.00	\$9.00	\$23.00	\$37.00	\$51.00	\$65.00
BookGorilla B NonFiction	\$75.00	\$2.25	0.35	95.2	-\$59.25	-\$43.50	-\$27.75	-\$12.00	\$3.75	\$19.50	\$35.25	\$51.00	\$66.75	\$82.50
BookGorilla B NonFiction	\$75.00	\$2.50	0.35	85.7	-\$57.50	-\$40.00	-\$22.50	-\$5.00	\$12.50	\$30.00	\$47.50	\$65.00	\$82.50	\$100.00
BookGorilla B NonFiction	\$75.00	\$2.75	0.35	77.9	-\$55.75	-\$36.50	-\$17.25	\$2.00	\$21.25	\$40.50	\$59.75	\$79.00	\$98.25	\$117.50
BookGorilla B NonFiction	\$75.00	\$2.99	0.70	35.8	-\$33.14	\$8.72	\$50.58	\$92.44	\$134.30	\$176.16	\$218.02	\$259.88	\$301.74	\$343.60
BookGorilla B NonFiction	\$175.00	\$3.00	0.70	83.3	-\$133.00	-\$91.00	-\$49.00	-\$7.00	\$35.00	\$77.00	\$119.00	\$161.00	\$203.00	\$245.00
BookGorilla B NonFiction	\$175.00	\$3.25	0.70	76.9	-\$129.50	-\$84.00	-\$38.50	\$7.00	\$52.50	\$98.00	\$143.50	\$189.00	\$234.50	\$280.00
BookGorilla B NonFiction	\$175.00	\$3.50	0.70	71.4	-\$126.00	-\$77.00	-\$28.00	\$21.00	\$70.00	\$119.00	\$168.00	\$217.00	\$266.00	\$315.00
Booksy LitFic 142K	\$30.00	\$0.99	0.35	86.6	-\$23.07	-\$16.14	-\$9.21	-\$2.28	\$4.65	\$11.58	\$18.51	\$25.44	\$32.37	\$39.30
Booksy LitFic 142K	\$30.00	\$1.25	0.35	68.6	-\$21.25	-\$12.50	-\$3.75	\$5.00	\$13.75	\$22.50	\$31.25	\$40.00	\$48.75	\$57.50
Booksy LitFic	\$30.00	\$1.50	0.35	57.1	-\$19.50	-\$9.00	\$1.50	\$12.00	\$22.50	\$33.00	\$43.50	\$54.00	\$64.50	\$75.00
Booksy LitFic	\$30.00	\$1.75	0.35	49.0	-\$17.75	-\$5.50	\$6.75	\$19.00	\$31.25	\$43.50	\$55.75	\$68.00	\$80.25	\$92.50
Booksy LitFic	\$30.00	\$2.00	0.35	42.9	-\$16.00	-\$2.00	\$12.00	\$26.00	\$40.00	\$54.00	\$68.00	\$82.00	\$96.00	\$110.00
Booksy LitFic	\$30.00	\$2.25	0.35	38.1	-\$14.25	\$1.50	\$17.25	\$33.00	\$48.75	\$64.50	\$80.25	\$96.00	\$111.75	\$127.50
Booksy LitFic	\$30.00	\$2.50	0.35	34.3	-\$12.50	\$5.00	\$22.50	\$40.00	\$57.50	\$75.00	\$92.50	\$110.00	\$127.50	\$145.00
Booksy LitFic	\$30.00	\$2.75	0.35	31.2	-\$10.75	\$8.50	\$27.75	\$47.00	\$66.25	\$85.50	\$104.75	\$124.00	\$143.25	\$162.50
Booksy LitFic	\$30.00	\$3.00	0.70	14.3	\$12.00	\$54.00	\$96.00	\$138.00	\$180.00	\$222.00	\$264.00	\$306.00	\$348.00	\$390.00
Booksy LitFic	\$30.00	\$3.25	0.70	13.2	\$15.50	\$61.00	\$106.50	\$152.00	\$197.50	\$243.00	\$288.50	\$334.00	\$379.50	\$425.00
Booksy LitFic	\$30.00	\$3.50	0.70	12.2	\$19.00	\$68.00	\$117.00	\$166.00	\$215.00	\$264.00	\$313.00	\$362.00	\$411.00	\$460.00
ENT LitFic	\$45.00	\$0.99	0.35	129.9	-\$38.07	-\$31.14	-\$24.21	-\$17.28	-\$10.35	-\$3.42	\$3.51	\$10.44	\$17.37	\$24.30
ENT LitFic	\$60.00	\$1.99	0.35	86.1	-\$46.07	-\$32.14	-\$18.21	-\$4.28	\$9.65	\$23.58	\$37.51	\$51.44	\$65.37	\$79.30
ENT Historical Fiction	\$50.00	\$0.99	0.35	144.3	-\$43.07	-\$36.14	-\$29.21	-\$22.28	-\$15.35	-\$8.42	-\$1.49	\$5.44	\$12.37	\$19.30
ENT Historical Fiction	\$65.00	\$1.99	0.35	93.3	-\$51.07	-\$37.14	-\$23.21	-\$9.28	\$4.65	\$18.58	\$32.51	\$46.44	\$60.37	\$74.30
ENT Nonfiction	\$55.00	\$0.99	0.35	158.7	-\$48.07	-\$41.14	-\$34.21	-\$27.28	-\$20.35	-\$13.42	-\$6.49	\$0.44	\$7.37	\$14.30
ENT Nonfiction	\$70.00	\$1.99	0.35	100.5	-\$56.07	-\$42.14	-\$28.21	-\$14.28	-\$0.35	\$13.58	\$27.51	\$41.44	\$55.37	\$69.30
Fussy Librarian Lit/Hist F	\$19.00	\$0.99	0.35	54.8	-\$12.07	-\$5.14	\$1.79	\$8.72	\$15.65	\$22.58	\$29.51	\$36.44	\$43.37	\$50.30
Fussy Librarian Lit/Hist F	\$19.00	\$1.25	0.35	43.4	-\$10.25	-\$1.50	\$7.25	\$16.00	\$24.75	\$33.50	\$42.25	\$51.00	\$59.75	\$68.50
Fussy Librarian Lit/Hist F	\$19.00	\$1.50	0.35	36.2	-\$8.50	\$2.00	\$12.50	\$23.00	\$33.50	\$44.00	\$54.50	\$65.00	\$75.50	\$86.00
Fussy Librarian Lit/Hist F	\$19.00	\$1.75	0.35	31.0	-\$6.75	\$5.50	\$17.75	\$30.00	\$42.25	\$54.50	\$66.75	\$79.00	\$91.25	\$103.50
Fussy Librarian Lit/Hist F	\$19.00	\$2.00	0.35	27.1	-\$5.00	\$9.00	\$23.00	\$37.00	\$51.00	\$65.00	\$79.00	\$93.00	\$107.00	\$121.00
RobinReads NF 78000	\$60.00	\$1.00	0.35	171.4	-\$53.00	-\$46.00	-\$39.00	-\$32.00	-\$25.00	-\$18.00	-\$11.00	-\$4.00	\$3.00	\$10.00
RobinReads NF 78000	\$60.00	\$1.25	0.35	137.1	-\$51.25	-\$42.50	-\$33.75	-\$25.00	-\$16.25	-\$7.50	\$1.25	\$10.00	\$18.75	\$27.50
RobinReads NF 78000	\$60.00	\$1.50	0.35	114.3	-\$49.50	-\$39.00	-\$28.50	-\$18.00	-\$7.50	\$3.00	\$13.50	\$24.00	\$34.50	\$45.00
RobinReads NF 78000	\$60.00	\$1.75	0.35	98.0	-\$47.75	-\$35.50	-\$23.25	-\$11.00	\$1.25	\$13.50	\$25.75	\$38.00	\$50.25	\$62.50
RobinReads NF 78000	\$60.00	\$2.00	0.35	85.7	-\$46.00	-\$32.00	-\$18.00	-\$4.00	\$10.00	\$24.00	\$38.00	\$52.00	\$66.00	\$80.00
Bargain Booksy Nonf 109K	\$25.00	\$0.99	0.35	72.2	-\$18.07	-\$11.14	-\$4.21	\$2.72	\$9.65	\$16.58	\$23.51	\$30.44	\$37.37	\$44.30
Bargain Booksy Nonf 109K	\$25.00	\$1.25	0.35	57.1	-\$16.25	-\$7.50	\$1.25	\$10.00	\$18.75	\$27.50	\$36.25	\$45.00	\$53.75	\$62.50
Bargain Booksy Nonf 109K	\$25.00	\$1.50	0.35	47.6	-\$14.50	-\$4.00	\$6.50	\$17.00	\$27.50	\$38.00	\$48.50	\$59.00	\$69.50	\$80.00
Bargain Booksy Nonf 109K	\$25.00	\$1.75	0.35	40.8	-\$12.75	-\$0.50	\$11.75	\$24.00	\$36.25	\$48.50	\$60.75	\$73.00	\$85.25	\$97.50
Bargain Booksy Nonf 109K	\$25.00	\$2.00	0.35	35.7	-\$11.00	\$3.00	\$17.00	\$31.00	\$45.00	\$59.00	\$73.00	\$87.00	\$101.00	\$115.00
Bargain Booksy Nonf 109K	\$25.00	\$2.25	0.35	31.7	-\$9.25	\$6.50	\$22.25	\$38.00	\$53.75	\$69.50	\$85.25	\$101.00	\$116.75	\$132.50
BookGorilla B NonFiction	\$60.00	\$0.99	0.35	173.2	-\$53.07	-\$46.14	-\$39.21	-\$32.28	-\$25.35	-\$18.42	-\$11.49	-\$4.56	\$2.37	\$9.30
BookGorilla B NonFiction	\$60.00	\$1.25	0.35	137.1	-\$51.25	-\$42.50	-\$33.75	-\$25.00	-\$16.25	-\$7.50	\$1.25	\$10.00	\$18.75	\$27.50
BookGorilla B NonFiction	\$60.00	\$1.50	0.35	114.3	-\$49.50	-\$39.00	-\$28.50	-\$18.00	-\$7.50	\$3.00	\$13.50	\$24.00	\$34.50	\$45.00
BookGorilla B NonFiction	\$60.00	\$1.75	0.35	98.0	-\$47.75	-\$35.50	-\$23.25	-\$11.00	\$1.25	\$13.50	\$25.75	\$38.00	\$50.25	\$62.50
BookGorilla B NonFiction	\$60.00	\$2.00	0.35	85.7	-\$46.00	-\$32.00	-\$18.00	-\$4.00	\$10.00	\$24.00	\$38.00	\$52.00	\$66.00	\$80.00
This is a test row	\$37.00	\$1.25	0.35	84.6	-\$28.25	-\$19.50	-\$10.75	-\$2.00	\$6.75	\$15.50	\$24.25	\$33.00	\$41.75	\$50.50

change. Columns E through O are calculated from the values in B, C and D, so if you find other cost/pricing combinations, you can just add a new row and then pull down the formulas from each column